



CHANGE MEDIA

CREATIVE ADVOCACY CONCEPTS

Hello and welcome!

Thank you for this opportunity and for considering our service. This document is a tour and overview of our operation, if everyone's here we'll start the tour.

First, here's the website, if you get lost at any point during the tour, one click gets you home: <https://www.chancemedia.ca>

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Now if you will follow me down the hall we'll have a quick look at our ideals ...



CHANCE MEDIA Values

- 1) **Safety** – if we blow you up you won't want us to come back, so we are very, very careful not to do that. We scout all our locations thoroughly and assess and solve potential hazards before going to camera.
- 2) **Quality** – if you don't like your media, we don't like it either, our goal is always the utmost in production values available with each location and situation.
- 3) **Best Foot Forward** – we try to aim the cameras and microphones at the parts of your business or purposes which have integrity and make you proud.
- 4) **Fun** – We love our work, making movies is fun!
- 5) **Documentary** – for the love of a story, your story, we find it meaningful to help engender our clients to capture real pieces of their stories; creating genuine clips, potentially becoming valuable assets. We are avid archivists and believe recordings to become more valuable over the passage of time.

Now mind your step here in the studio ...

CHANCE MEDIA Operations

“Quiet on the set! Lights ... roll sound ... roll camera ... aaaaaaaannnnnd ACTION!!”

Our headquarters is in Dartmouth, Nova Scotia. Here we have a modest studio space where we produce varied elements for videos as required. Voice-overs, graphics, animations, editing, and music recording often takes place here.

Videos are made up of a variety of elements. It is very rare for a raw video clip on its own to contain everything necessary to be considered a presentable final product.

At Chance Media we are happy to play a very small role in a large project you have underway. We call this production support, and if you need just a single photograph, subtitles, a dancing logo, or a particular stylized sound effect, this is fine by us. No job is too small!

Our involvement with your project is completely customizable. Say the word and we'll take care of all the details of your video production from start to finish. We have project management skills to encourage, facilitate and complete your productions.

CHANCE MEDIA Crew & Colleagues

We have a skeleton crew here at Chance Media. Typically the most efficient way to capture media is for a single operator to visit your place of business, or the location of your project or event. This person, very likely to be myself, will set-up cameras and gear, record video, record sound, set-up lights as required, and methodically capture just about anything you desire.

In some cases there is the opportunity for your office and staff to participate in the filming, and learn tips about the process. They become honorary crew members. The quality of video generally improves in such circumstances; an indication fun is being had.

A single operator yields quality media, however if you have a special project in mind and wish to increase the production value of your video, we have trusted and talented local colleagues to call upon and share in the opportunity to make something beyond your expectations. Here are just a few of the good people we keep on speed-dial ...

David Overmars, Maple Heart Media <http://mapleheartmedia.com/>
Cameras, Editing, Graphics, Weddings

Sophie Lemoine, Blue Hour Films <http://www.bluehourfilms.ca/>
Cameras, Editing, Weddings, Corporate

Gord Stewart <http://scottgeophysics.ca/contact.html>
Cameras, logistics, international operative

Dan Benoit https://www.youtube.com/watch?v=t2s_HbpAzkY
Storyboards, Animation, Stylized artwork

Warwick Lambert <http://warwicklambert.com/>
Graphic Animation

Jaime Trask <https://www.jaimephoto.ca/>
Stylized portrait photography

There are an abundance of creative professionals here in The Maritimes. Chance Media is a personal service, and in rare situations, we're not the best fit for what you might need. In such a case we'll do our best to connect you with other local talent in search of a perfect fit for your purpose.



We are collaborators. Not just with our colleagues, but of course with you: our valued customer. At Chance Media it is *your* video, and this is an important point, I'll pause the tour here and explain ...

When we record video these days, the actual product is almost invisible to the naked eye. Capturing video files is a process which translates our visual and auditory environment into binary code, or bits, which are stored conveniently on miniature mediums such as cards, sticks or drives. Yet the recordings themselves are a tangible and quantifiable intellectual property.

Once you have paid the invoice for any of our appointments together, the raw digital materials we gather then belong completely to you, and you may have access to them on the same day we film. Back to our customized involvement with your project, handing over the raw materials gives you the opportunity to review raw clips and select the moments you truly like for the final edit. This is uncommon with independent media producers, but in our office we believe in the doctrine with all our hearts.

Again, it's your video, it's all about you!

CHANCE MEDIA Pricing structure

It's PAY AS YOU GO here at Chance Media. You pay for our time, tools and expertise, and there are many benefits to this style of payment, here are my personal favourites ...

- **Complete customization.** We can slowly work on a 'year in the life' or a legacy piece, recording bits and pieces here and there. Or we can dive right in and meet a time-sensitive deadline.
- **There's always something to show for your invoice.** Each appointment with us will bear fruit. Video, audio, ultra-high resolution photographs, and the results from blocks of editing time, can easily be transferred to your own archives on the same day they are created.
- **No obligation.** For a number of reasons you may wish to halt a project, or change its course. Whether you decide you don't like us, or discover a relative of yours is keen on editing video (and bucking for a way to earn a better allowance), if this is the case you might save money and use your digital materials however you wish. They will have been bought and paid for!
- **Fair trade.** It is common for creative professionals to undervalue themselves and their time; also to wait too long for payment. Our system keeps everyone up to date and compensated appropriately during each stage of the malleable production process.

Below is a list of our current prices. We do not charge for thoughtful estimates, nor to create a simple spreadsheet which keeps track of your production budget alongside the original quote. With new clients we work together to create feasible road-maps of the projects we engage.

Here's our shop rates for a single operator ...

VIDEO

\$115.00/hour

Half-day, Day, and Multi-day rates available

Includes: Camera, Lights, Audio, Vehicle and more

Raw digital files available immediately on-site Bring your laptop computer!

Complimentary offline archive of footage. Or we can shred the sensitive material!

AUDIO

\$85.00/hour

In Studio or On Location

Includes: mics, stands, mixer and recording unit and copies of session files

Features: **Performance Capture, Multi-track, Editing, Field Recording, Sound FX**

Complimentary offline archive of recordings. Or we delete, your choice!

SUPPORT

\$70.00/hour

Photography, Editing, Production Assistance

Extra working hands on the set of your project

High resolution stills silent mirrorless

Pre and post-production services: script writing, production planning, editing, encoding and more

Prices do not include HST.

We consider all offers for fair exchange of services, as well we offer time bonuses, volume discounts, daily and weekly rates.

Let's move the tour along now to the viewing portals ...

CHANCE MEDIA Demonstrations

Help yourself to popcorn (try not to get butter on the keyboard though), here's hoping you enjoy these examples of our work, at your leisure ...

- 1) <https://vimeo.com/163190625>
Sometimes **simple is best**, this was done in the kitchen with a birthday cake sparkler.
- 2) <https://vimeo.com/185248947>
Sober Island Brewing, a favourite video that shows off our eye for B-roll.
- 3) <https://vimeo.com/255167403>
If you experience vertigo please close your eyes for a moment and the sensation should pass. **Let's go flying** and see your enterprise from above!
- 4) <https://vimeo.com/channels/solesinmotion>
Colourful graphics demonstrations with a long-time customer. Here is the Vimeo video review channel for one of our favourite and most prolific clients, Soles In Motion.
- 5) <https://vimeo.com/253339398>
Video is a tool for advocacy, here Norm Collins shares his thoughts on crosswalk safety with us. Chance Media is an advocate for road safety. We hope to be of service with the issue of our hostile roadways, which at present kill one person in our province each week, and sends 15 more to the hospital each day.
- 6) <https://vimeo.com/132761950> ... <https://vimeo.com/84542828>
Domestic Wildlife Specialists. We love animals! If you love your animals a wonderful gift is a short film starring your furry friends and family.
- 7) <https://vimeo.com/82597622>
Special effects and experimentation. We're not afraid to try new things, we don't call ourselves Chance Media for nothing! Want to stand out? Let's think outside the box together.

If you still happen to be awake, you may wish to conclude the tour on more comfortable furniture. Up close with the history of the business and its operator are coming up next. Please turn the page when ready!

ABOUT MIKE – owner/operator (That’s me ;) – and a brief history of the business.

Mike Wood and family moved to Nova Scotia in May of 2010, having previously resided in the Yukon.

Our country is wonderful. I have traveled and still hope to see much more. We Canucks can look around before we settle; I’m glad for this because it took most of my life to discover Nova Scotia and to do the math – there’s nowhere better to live in the world!

I attended Niagara College of Applied Arts and Technology in Welland, Ontario. Radio, Television and Film, class of 1998. From school I took in much more than techniques and data, I discovered my vocation, and as a keener I was easily trained in multiple forms of media production and broadcast journalism.

Since school, twenty years ago now, not a day has passed where I have not been involved in a media project. Whether collecting photographs, dreaming about new equipment or editing a voice-over, ask anyone, I’m always up to something!

For over a decade I have worked as a field technician for Scott Geophysics. At Scott we are responsible for a land survey which uses electricity to discover large ore-bodies. These surveys often take place in remote regions with camp-style accommodations, helicopters, drills, and in the better camps: an excellent safety program.

With Scott Geophysics I learned project management and traveled as far as Cyprus and Ethiopia. Here is their website, <http://scottgeophysics.ca/contact.html>

Gord Stewart, Senior Crew Chief at Scott Geophysics, is also on the Chance Media team. On our survey jobs he would mandate us to take as many pictures as possible, priority one! Gord and I have a chemistry which overcomes most any challenge presented to us. For overseas contracts he’s the first person I talk to.

Field work with Scott Geophysics has paid the bills and allowed for other pursuits. Upon our move to Nova Scotia I set out to establish Chance Media, seasonably returning to mineral exploration contracts, then returning home again to continue working on the business.

In October of 2010 Chance Media registered with the Registry of Joint Stocks.

In 2014 Chance Media entertained its first customers and also joined the Metro Business Association, or MBA. The MBA is a well-established networking group, nurturing to its members and as a group has a strong sense of civic-responsibility. I am a volunteer for the group, my job is communications and making sporadic updates to the website, you can visit us here ... <http://metrobusinessassociation.ca/>

In the following years one customer at a time Chance Media has established a foot-hold in a marketplace that has gone berserk. Video is a cultural phenomenon which has swept over our civilization quickly. The spectrum of video is far and wide; its uses and implications are on a massive scale. The demand for quality video is increasing.

In 2017 Chance Media discovered an aptitude for aerial videography and established a fortunate relationship with a company called Droneye. <https://www.droneye.ca/> Operating a drone commercially is an enormous responsibility with long strings of protocols. Greg Davis, owner of Droneye and career pilot, took Chance Media under his wing and helped connect the dots to get us flying.

In 2018 Chance Media developed a course to assist small business owners to improve their video skills, and invest their time (rather than money) producing video for themselves.

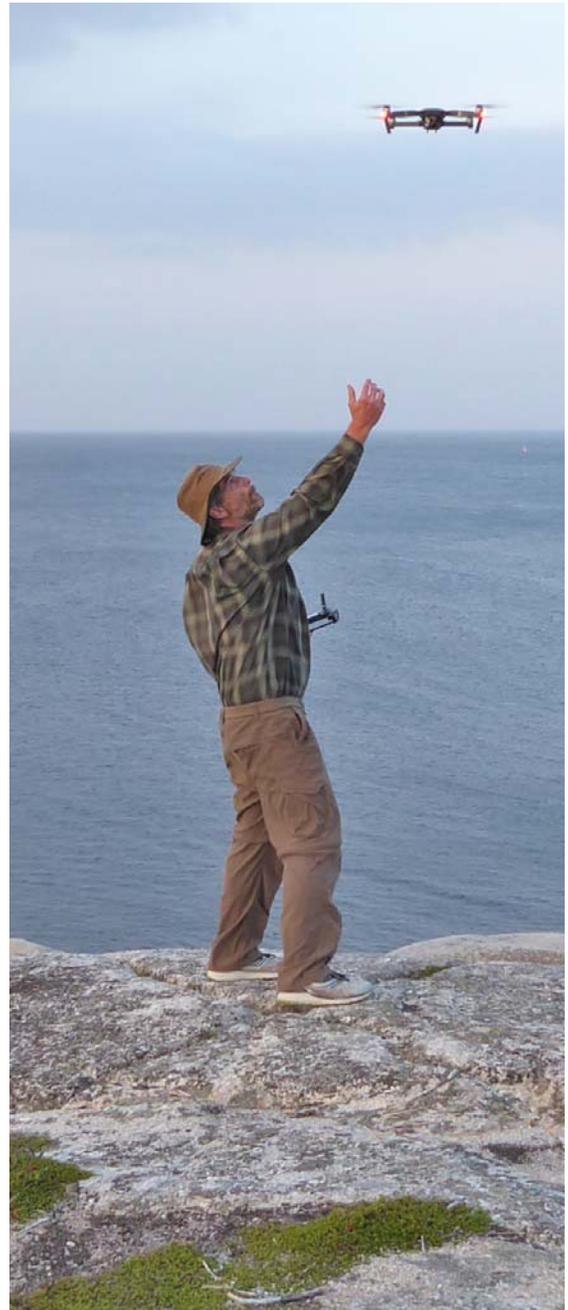
This course, **Video for Business 101**, is a success and has proven itself a revenue stream for Chance Media. The development of the course was made possible by The Metro Business Association and government funding via Workplace Education Initiatives.

Here in 2019 Chance Media is celebrating the return of customers who value the service and have more fantastic ideas they wish to make real. We are already looking forward to summer contracts which will take us outdoors to discover more of our province and capture its wonders on camera.

Experience, travel, media, gadgets, community and perseverance have been the building blocks of what is now Chance Media. Still young and growing, my little company is upbeat as we pass milestones. We are proud of our service, now able to offer complete and portable video production to customers both here in the HRM and just about anywhere in the world.

Hope you have enjoyed the tour, we appreciate your time and consideration. All the very best indeed, looking forward to hearing your ideas and getting to work!

Mike Wood
902-580-9485



 CHANCE MEDIA Equipment

Hello? Sorry I didn't think there was anyone left up here in the loft, glad I came up, might have locked you in for the night. No it's fine, be our guest! I see you're interested in some of our gear there; I didn't include this in the tour – I'd assumed this would have scored well below acceptable standards on the OMG-Boring line.



Why that there contraption records audio, we just picked it up this year and you know it is absolutely fantastic! We're very excited. It's by a company called **Sound Devices**. It's the **MixPre-6**. You may already know that most quality studio microphones need just a little bit of voltage to get things jazzed-up to a recording level, well this box (with lights and dials that flash) provides the juice for up to six different mics or instruments at one time, while at the same time recording each input to a separate file, so one could completely overhaul the mix on a computer later on. The little monster has multi-track and overdubbing while being very simple to use and achieve consistently great results. Runs on rechargeable AA batteries, I'm in heaven!!

Apologies I get carried away. You might be interested in our newest camera addition, we got it to up-our-game for stills photography, but it's also a handy video camera – not our primary video workhorse mind you, but it does 4K, and records long HD clips at 120 frames a second while keeping up with recording the on-board sound. Very cool camera with stunning ultra-high definition images ... it's the **Sony A7Riii** ...

Controls

- 1 Hook for shoulder strap
- 2 Microphone jack
- 3 Flash sync terminal
- 4 Headphones jack
- 5 HDMI micro jack
- 6 USB Type-C™ terminal
- 7 Charge lamp
- 8 Multi/Micro USB terminal
- 9 Mode dial
- 10 Mode dial lock release button
- 11 Microphone
- 12 Image sensor position mark
- 13 Speaker
- 14 Multi Interface Shoe

- 15 Front dial
- 16 Power switch
- 17 Shutter button
- 18 C1 (Custom 1) button
- 19 C2 (Custom 2) button
- 20 Exposure compensation dial
- 21 AF Illuminator/Self-timer lamp
- 22 Remote sensor
- 23 Lens release button
- 24 Mount index
- 25 Mount
- 26 Image sensor
- 27 Lens contacts



Of course this camera over here is the one to gush over. If I may introduce a friend of mine it's another **Sony** innovation, the **FS700** ...



Our favourite feature of this camera is the fact that the imaging sensor is designed to the same specs as an old frame of 35mm film.

This means that all those dusty old lenses, tucked away in closets and pawn shops can be re-discovered (after a cleaning of course).

At present we have a collection of 10 lenses of varied focal lengths and textures, all compatible with both of our Sony cameras.

With our cameras, lenses, and an understanding of your purpose, we can create a special 'look' together for your project. These are tasks usually left to production designers and directors of photography on the bigger film sets. For our purposes with your video, these tools are an opportunity to be creative together, working toward pleasing images and higher aesthetic qualities for the scenes we capture.

Naturally we have a lot of other gear in our tickle-trunk: cables, microphones, lights, backdrops, green-screens, adapters, gimbals, tripods, batteries, computers and drives. Media tools are an endless pursuit in the production industry. At Chance Media we study our purchases in search of quality, functionality and ruggedness.

Uh-oh, you've discovered our company helicopter! I suppose you'll want to go for a spin ... you've twisted my arm, let's do it!

For its size and weight (under a kilo) this model of aircraft, the **Mavic Pro** by **DJI** captures delicious aerial photos and 4K cinematography.

We fly safe and methodically; our results can be astounding. So by all means, let's go flying!

<https://www.chancemedia.ca>

